



**RESEARCH AND ECONOMIC DEVELOPMENT
EAST STROUDSBURG UNIVERSITY OF PENNSYLVANIA
STRATEGIC PLAN 2011
CONTINUED AND MEASURABLE SUCCESS**



East Stroudsburg University of Pennsylvania

RESEARCH AND ECONOMIC DEVELOPMENT GOALS 2010-2011

RELATIONSHIP WITH UNIVERSITY STRATEGIC PLAN AND BUDGET PRIORITIES

RED's Strategic Themes are clearly aligned with the six Strategic Directions of ESU.

ESU STRATEGIC PLANNING 2010-2015 – *Inspiring Leadership and Service*

1. **Engaged Learning** – ESU is committed to providing exemplary undergraduate and graduate education leading to student learning and success...
2. **Globalization** –The University will play dual roles – to facilitate our students in becoming effective global citizens – and to become a social, economic and cultural hub thereby affecting globalization of our immediate communities.
3. **Collaboration** – ESU will build strong institutional trust and transparency, improve shared governance, develop an engaged community and fully capitalize on our strengths.
4. **Service** – The University will foster a culture of service that values mutual respect, collegiality and civility among students, faculty, staff and community at large, thus the concept of service will be part of the University spirit.
5. **People** – ESU personnel are the most valuable asset of the University. Hence their knowledge, skills, creativity and enthusiasm must be continuously supported and strategically developed to advance the University's vision and mission.
6. **Resources** – ESU will be a prudent steward of our public resources (finances, technology, facilities and people) and continue to be innovative in creating new resources in support of accomplishing the University's mission and vision.

Research and Economic Development

“Continued and Measurable Success”

VISION

The ESU Division of Research and Economic Development (RED) will be recognized as the academic partner of choice for economic development initiatives, academic excellence and best practices that advance the region’s economic vitality. RED will be a catalyst for innovative economic development, research, and entrepreneurial activities that will transform the region.

MISSION

The ESU Division of Research and Economic Development supports the academic mission of ESU by providing the greater campus community with access to grants, sponsored research, workforce development and entrepreneurial initiatives.

VALUES

Leadership

The ESU Division of Research and Economic Development understands the importance of leadership and will work tirelessly to support the development of each individual to become a steward of Leadership. Leadership is practiced through self-awareness, acting with integrity, collaboration, inclusiveness, controversy with civility, commitment, and responsibility to others and one's community.

Integrity

The ESU Division of Research and Economic Development will demonstrate an uncompromising allegiance to the core values of honesty, respect for others, loyalty, consistency, accountability and sincerity.

Teamwork

The ESU Division of Research and Economic Development will work together, demonstrating collaboration through mutual reliability, openness and flexibility to accomplish our goals.

Excellence

The ESU Division of Research and Economic Development will deliver a superior level of commitment, responsiveness, performance and provision of services to all, with a positive attitude and commitment to excellence.

Service

The ESU Division of Research and Economic Development embraces its role as a service provider to our campus and the regional community.

Innovation

The ESU Division of Research and Economic Development values creativity and ingenuity in the development of programs in response to an ever-changing global society.

Diversity

The ESU Division of Research and Economic Development actively promotes an inclusive environment which is welcoming and respectful to all interested parties.

Strategic Themes

- 1. Engaged Learning**
- 2. Globalization**
- 3. Collaboration**
- 4. Innovation (Service, People, Resources)**
- 5. Communication (Service, People)**
- 6. Resources**
- 7. Sustainable Growth (Service, People)**

Research and Economic Development Strategic Theme Action Plan

ENGAGED LEARNING Goals /Initiatives

- RED will support the Commonwealth's workforce initiatives by providing internship and externship/ outreach services to students, faculty and businesses through its Web-Based Internship Network (WIN).
- RED will enrich student learning experiences by incorporating research, entrepreneurship and international opportunities into the learning environment.
- RED will continue to evaluate its effectiveness through assessment and continuous improvement of its research, entrepreneurial and workforce initiatives.
- RED will support the implementation and assessment of the University's research plan for faculty, staff and students.
- RED will continue to support its Entrepreneurship Across the Colleges Initiative and to support engaging entrepreneurial programs through its Entrepreneurial Leadership Center and Business Accelerator.

GLOBALIZATION Goals/ Initiatives

- RED will provide opportunities for students, faculty, staff and graduates to be innovative entrepreneurs in an increasingly interconnected global society.
- RED will provide research, workforce development and entrepreneurial opportunities for students, faculty and staff through global opportunities and events.
- RED will continue to develop and cultivate international partnerships through PA's DCED International Investment office, regional economic development organizations, institutions of higher education and legislative and business/corporate partnerships.

COLLABORATION Goals /Initiatives

- RED will collaborate with industry partners to identify research and entrepreneurial opportunities and to address workforce training needs to prepare employees to compete in a global economy.
- RED will continue to identify and develop local, regional, national and international opportunities for collaboration as related to the university's academic mission.
- RED will utilize public relations, marketing and website strategies to improve collaboration and to better serve its constituents.
- RED will respect diversity and value multiple points of views and creativity derived from differing perspectives.

INNOVATION Goals /Initiatives

- RED will serve as a catalyst for innovative economic development, research and entrepreneurial activities that will transform the region.
- RED will provide support and guidance to faculty, students and staff in technology transfer and commercialization activities.
- RED will establish an innovative environment that supports start-up companies and enhances economic development in the region.

COMMUNICATION Goals /Initiatives

- RED will enhance its communication efforts by developing a robust web presence and comprehensive marketing, publications and public relations campaign.
- RED will develop and strengthen partnerships and integrate students, faculty, staff and graduates into its research, workforce and entrepreneurial programs.
- RED will create an environment (facilities, space, buildings) that supports best practices and engaged learning in research, workforce development and entrepreneurial activity.

RESOURCES

Goals /Initiatives

- RED will enhance its resources through multiple initiatives including: Developing the ESU Research and Business Park, Diversify Funding Support and, Cultivating Funders, and Developing Policies and Procedures in the areas of entrepreneurship, workforce development and research support.

SUSTAINABLE GROWTH

Goals /Initiatives

- RED will enhance its sustainability by providing high quality programs.
- RED will identify new sources of revenue.
- RED will seek accreditation opportunities in the area of Research and Economic Development.

East Stroudsburg University of Pennsylvania

Research and Economic Development

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Research and Economic Development Team

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Vacant, Grant and Compliance Accountant

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Research and Economic Development

The ESU Research and Economic Development (RED) Division was established by President Robert J. Dillman in December 2007. The division supports the academic mission of ESU through entrepreneurship, workforce development and grants and sponsored research. RED includes the **ESU Office of Sponsored Projects and Research, Office of Workforce Development, Business Accelerator Program, Entrepreneurial Leadership Center**, and the management of the **Center for Research and Economic Development (CFRED)**, a (501c3) not for profit corporation/affiliate organization of ESU. The CFRED component of the division serves as the administrator of the Pocono Mountains Keystone Innovation Zone (PMKIZ) and Pocono Mountains Angel Network. It also manages the development and operation of the ESU Research and Business Park underway on Route 447 in Smithfield Township.